

DAFTAR PUSTAKA

- Buttle, F., & Maklan, S. (2019). *Customer relationship management: Concepts and technologies* (4th ed.). Routledge.
- Cartwright, S., Liu, H., & Raddats, C. (2021). Strategic use of social media within business-to-business (B2B) marketing: A systematic literature review. *Industrial Marketing Management*, 97, 35–58.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2018). *Marketing 4.0: Moving from traditional to digital*. Wiley.
- Pandey, N., Nayal, P., & Rathore, A. S. (2020). Digital marketing for B2B organizations: Structured literature review and future research directions. *Journal of Business & Industrial Marketing*, 35(7), 1191–1204.
- Panuju, D. (2019). Peran komunikasi pemasaran dalam bisnis modern. Jakarta: PT Gramedia Pustaka Utama.
- Rudi, J., Mubarak, D. H., Ar-Rasyi, H. H. A., Rahayu, W. P., & Dewi, T. S. (2024). B2B marketing communication strategies in increasing sales: A systematic literature review. *International Journal of Business, Law and Education*, 5(2), 1543–1550.
- Wardhana, A. (2021). Strategi komunikasi pemasaran yang efektif dalam industri kimia. *Jurnal Manajemen Pemasaran*, 5(2), 45–55.
- Weigold, M. F. (2018). *Direct marketing: Building customer engagement and database*. McGraw-Hill.
- Zimmerman, A., & Blythe, J. (2017). *Business-to-business marketing: Strategies and practices*. Routledge.